

**GOVERNOR'S TRAFFIC SAFETY ADVISORY COMMISSION  
DISTRACTED DRIVING ACTION TEAM  
PROGRESS UPDATE  
AS OF 12/1/2014**

**OBJECTIVE #1**

**Publicize Michigan's teen cell phone ban, Kelsey's Law, for newly licensed drivers.**

***Short-Term (1-2 years) Activities:***

***Promote awareness of Kelsey's Law/Put your phone in park campaign for teen drivers through distribution of posters, brochures, State of Michigan Web pages, and outreach to high schools, parents, driver education providers, courts, and law enforcement.***

***Statewide campaign***

*Lead Agencies: OHSP*

*Contact Name: Melody Kindraka*

*Michigan Department of State (MDOS)*

*Contact Name: Carol Reagan*

**PROGRESS:** Materials were initially sent to Driver Education Instructors, Health Education Coordinators, Safe Kids Coordinators, and the Michigan Department of State branch offices. Posters and flyers are provided to high schools that participate in the Strive for a Safer Drive (S4SD) program and the materials continue to be included in the OHSP materials catalog. OHSP has shipped 6,659 Kelsey's Law - Put your phone in park posters and 12,895 flyers since the new law went into effect March 28, 2013.

Furthermore, an internal workgroup of the Michigan Department of State developed recommended text for publications and identified the impacts of Kelsey's Law violations on GDL Level 1 and Level 2 drivers. The MDOS added information about Kelsey's Law to the MDOS Teen Driver Web page at Michigan.gov/TeenDriver and to printed publications. The MDOS supported the Office of Highway Safety Planning's Put your phone in park campaign by: Secretary Johnson attending the Kelsey's Law news conference held at the Kellogg Center in March 2013; distributing 35,000 campaign brochures to parents when their teens received a Level 1 or Level 2 GDL via Secretary of State branch offices; and providing mailing addresses of 1,900 driver education instructors to OHSP who sent them Kelsey's Law brochures and posters along with a letter signed by Secretary of State Ruth Johnson and Col. Kriste Kibbey Etue, MSP Director.

***Ongoing Activities:***

***Kids Driving Responsibly (KDR) Challenge***

***This campaign focuses on the youth in Michigan, educating them on the dangers of using a cell phone while driving. Presentations are given to high school and university students on the importance of not talking or texting while driving.***

***Statewide campaign***

*Contact Name: Bonnie Raffaele*

**PROGRESS:** The KDR Challenge was created in memory of Kelsey Dawn Raffaele who was tragically killed in an automobile accident on January 24, 2010. KDR focuses on the youth in Michigan educating them on the dangers of using a cell phone while driving. KDR stands for Kids Driving Responsibly and are Kelsey's initials.

Presentations continue to be given to high school and university students on the importance of not Talking or Texting while driving.

KDR also promoted SB 757, Kelsey's Law, which passed. This law prevents any driver with a Level 1 or Level 2 license from using a cell phone while they drive.

### ***Remembering Ally campaign***

***The "Remembering Ally: Distracted Driving Awareness Campaign" promotes safe, non-distracted driving. The campaign advocates all drivers need to keep their eyes on the road and their hands on the wheel through resources that include posters, public service announcements, and a simulated distracted driving crash video.***

### ***Statewide campaign***

*Lead Agency: Traffic Improvement Association of Michigan*

*Contact Name: Jim Santilli*

**PROGRESS:** TIA publically announced the "Remembering Ally: Distracted Driving Awareness Campaign" on March 6, 2012. The campaign was created in memory of Ally Zimmerman, a 16-year-old Romeo High School student, who was killed by a distracted driver. The awareness campaign includes a television public service announcement, video depicting a distracted driving crash, and materials available to schools and public safety agencies. It is estimated that more than one million people have seen the campaigns message. The crash video has been viewed in more than 90 countries and shared by former U.S. Transportation Secretary Ray LaHood. TIA continues to partner with Ally's mother, law enforcement officials, and companies such as State Farm, to give presentations in schools throughout Michigan. Furthermore, the TV public service announcement continues to be played on TV stations in Metro Detroit.

During 2013, TIA and OHSP partnered to create a new traffic safety resource DVD that can be used to educate teens and young adults about the dangers of underage drinking and distracted driving. The DVD includes PowerPoint presentations and videos on underage drinking and distracted driving, speaker notes, and a video depicting a dramatization of a distracted driving crash. It was produced through federal funding from the National Highway Traffic Safety Administration (NHTSA). 2,500 DVD's were created during 2013. As of September 30, 2014, there are 515 DVD's remaining.

TIA recently received additional funding from State Farm and is planning to launch a distracted driving billboard design competition for high school students during early 2015. A panel of judges, consisting of traffic safety professionals and high school students, will determine the winning design. The billboards are planned to be displayed for Distracted Driving Awareness Month (April).

## **OBJECTIVE #2**

**Provide information regarding the risks of distracted driving.**

### ***Ongoing activities:***

***Include up-to-date distracted driving information in the department's What Every Driver Must Know publication and Web site.***

*Lead Agency: MDOS*

*Contact Name: Carol Reagan*

**PROGRESS:** The Michigan Department of State has updated the Teen Driver web site at [www.Michigan.gov/TeenDriver](http://www.Michigan.gov/TeenDriver) and the publications listed below with information regarding Kelsey's Law and other distracted driving related information:

- What Every Driver Must Know: Revised July 2014 and made available October 2014. PDF available at [http://www.michigan.gov/documents/wedmk\\_16312\\_7.pdf](http://www.michigan.gov/documents/wedmk_16312_7.pdf)
- The Parent's Supervised Driving Guide: First edition released December 2013. Second edition to be released December 2014. Available at [http://www.michigan.gov/sos/0,4670,7-127-1627\\_60169\\_60173\\_60212-317411--,00.html](http://www.michigan.gov/sos/0,4670,7-127-1627_60169_60173_60212-317411--,00.html)
- The Michigan's Graduated Driver Licensing: A Guide for Parents: Currently being revised to include information about Kelsey's Law and enhanced distracted driving related information. This publication is available at [http://www.michigan.gov/documents/gdl\\_parent\\_16316\\_7.pdf](http://www.michigan.gov/documents/gdl_parent_16316_7.pdf)
- Your Probationary License brochure: Revised April 2014. Available at [http://www.michigan.gov/documents/SOS-215\\_20350\\_7.PDF](http://www.michigan.gov/documents/SOS-215_20350_7.PDF)

***Ensure the Michigan Driver Education curriculum and fact sheets cover the risks of distracted driving.***

*Lead Agency: MDOS*

*Contact Name: Greg Lantzy*

**PROGRESS:** Significant attention is given to driver distractions in the Michigan Driver Education Curriculum Guide that was updated in September 2013. A form of the word "distract" is used 38 times in the 48 page guide. See [http://www.michigan.gov/documents/sos/DES\\_-\\_201\\_Driver\\_Education\\_Curriculum\\_Guide\\_215706\\_7.pdf](http://www.michigan.gov/documents/sos/DES_-_201_Driver_Education_Curriculum_Guide_215706_7.pdf).

The Segment 2 Driver Education Risk Awareness Fact Sheets were revised in August 2013 and continue to include a focus on distractions as well. See [http://www.michigan.gov/documents/sos/DES\\_-\\_Segment\\_2\\_Fact\\_Sheets\\_08.2013\\_442034\\_7.pdf?20141126133933](http://www.michigan.gov/documents/sos/DES_-_Segment_2_Fact_Sheets_08.2013_442034_7.pdf?20141126133933)

### **OBJECTIVE #3**

**Provide roadway alarm systems to alert distracted drivers (i.e. rumble strips) and remove roadside obstacles to reduce crash injury severity.**

#### ***Short-Term (1-2 years) Activities:***

- Michigan Department of Transportation (MDOT) and Federal Highway Administration (FHWA) will encourage the use of centerline and edge-line rumble strips by local road agencies.

#### ***Long-Term Activities:***

- MDOT will investigate the application of intersection warning systems in Michigan.
- MDOT will investigate the application of transverse rumble strips in advance of stop sign controlled intersections on the state system, and also the use of transverse rumbles by local road agencies.

#### ***Ongoing Activities:***

- MDOT will continue implementing centerline and edge-line rumble strips as part of construction standards.
- MDOT will continue to investigate and implement roadway improvements to reduce the likelihood and severity of runoff road and/or head-on collisions. (rumble strips, cable median barriers).
- MDOT continues to install curve delineation, and enhance existing curve delineation in areas where run off the road crashes are occurring. This reduces the likelihood of severe injuries.
- MDOT recommends to the local road agencies to delineate curves in areas where they have run-off-the-road crashes. This reduces the likelihood of severe injuries.
- MDOT encourages local road agencies to remove roadside hazards (i.e. trees), improve the clear zone, and recovery area in areas where they have run-off-the-road crashes. This reduces the likelihood of severe injuries.

#### **PROGRESS:**

## **OBJECTIVE #4**

**Seek and support revisions to the UD-10 to more fully determine the extent and type of driver distractions.**

### ***Mid-Term (3-5 years) Activities:***

***Revise the UD-10 form to capture detailed information related to driver distraction. The 2016 revision will include a new field called “Driver Distracted by” and will contain the following values:***

- Not distracted
- Manually operating an electronic communication device (texting, typing, dialing)
- Talking on hands-free electronic device
- Talking on hand-held electronic device
- Other activity, electronic device (book player, navigation device)
- Passenger
- Other activity inside the vehicle (eating, personal hygiene, etc.)
- Outside the vehicle
- Unknown

*Lead Agency: Michigan State Police Criminal Justice Information Center/Crash Data Users Group*

*Contact Name: Sydney Smith*

**PROGRESS:** *The revised UD-10 is currently going through the approval process.*

## **OBJECTIVE #5**

**Promote distracted driving enforcement strategies.**

### ***Short-Term (1-2 years) Activities:***

***Seek workshop at the Summit to highlight enforcement strategies that target distracted driving-related infractions.***

*Lead Agency: OHSP*

*Contact Name: Pat Eliason*

***Share enforcement efforts and results through articles in OHSP’s Safety Network Newsletter.***

*Lead Agency: OHSP*

*Contact Name: Anne Readett*

**PROGRESS:** OHSP has plans to coordinate a workshop session at the 20th Annual Michigan Traffic Safety Summit that includes highlighting a distracted driving enforcement strategy implemented by the Meridian Township Police Department in 2014.

## **OBJECTIVE #6**

**Monitor updates to Countermeasures that Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices, published by the NHTSA.**

### ***Ongoing Activities:***

***Provide updates and recommendations as appropriate.***

*Lead Agency: OHSP*

*Contact Name: Anne Readett*

**PROGRESS:** OHSP continues to monitor updates.

## **OBJECTIVE #7**

**Monitor pilot projects conducted by the National Highway Traffic Safety Administration and results.**

### ***Ongoing Activities:***

***Current pilot projects involve conducting high visibility enforcement in states that have a hand-held cell phone ban and driver texting ban, Connecticut and New York. There are challenges to enforcing hand-held cell phone and texting bans. The most obvious challenge is the difficulty in observing the offense. OHSP will monitor projects and provide updates and recommendations as appropriate.***

*Lead Agency: OHSP*

*Contact Name: Linda Fech*

**PROGRESS:** A fact sheet from the US DOT released in March indicated:

California and Delaware (both states have primary enforcement hand-held and texting bans) tested the feasibility of widespread distracted driving HVE. The findings show hand-held cell phone use rates in California decreased from 4.1% to 2.7%. Delaware decreased hand held phone use from 4.5 to 3%.

Since the majority of States (42) have texting only bans that apply to all-drivers, NHTSA has a project underway in Connecticut and Massachusetts communities to develop and refine effective texting enforcement strategies. Two of the four planned enforcement waves have been completed. The final waves are scheduled for late fall 2014 with data collection scheduled to be completed by February 2015.

## **OBJECTIVE #8**

**Monitor legislative activity in states related to distracted driving, cell phones, and texting. Monitor national evaluations of distracted driving legislation and recommendations by national traffic safety organizations.**

**OHSP will monitor legislation and provide updates and recommendations as appropriate.**

*Lead Agency: OHSP*

*Contact Name: Anne Readett*

**PROGRESS:** OHSP continues to monitor legislation and provide updates (via e-mail, the *Safety Network* newsletter, and Michigan Traffic Safety Summit) to the traffic safety community as needed.

## **ADDITIONAL INFORMATION**

At least two Michigan State Police Posts have completed a distracted driving traffic safety initiative. This initiative included troopers in unmarked cars spotting distracted and careless drivers. A trooper in a fully marked patrol car would then initiate a traffic stop.

Lt. Gary Megge is also completing a study and educating the posts on coding the UD-10 properly for crashes involving distracted driving.